

Arizona Invasive Species Advisory Council

Anticipation & Outreach Working Group

Thursday October 11, 2007 Meeting Minutes

Attendees:

Ariel Hiller (AZ State Parks)
Gary Russell (USDA APHIS)
Glenn Fahringer (Landscape community; Town of Cave Creek)
Kai Umeda (U of A Cooperative Extension)
Marianne Meding (AGFD)
Ty Gray (AGFD)

Meeting Minutes:

The Arizona Invasive Species Advisory Council Anticipation and Outreach Work Group was called to order at 1:00 pm on October 11, 2007 at the Arizona Game and Fish Department located at 2221 W. Greenway Rd., Phoenix, AZ 85023.

Work Group Leads Ty Gray and Kai Umeda welcomed the attendees. Ty reviewed the goals for the meeting which were to review the Anticipation and Outreach charter, and identify any modifications to the existing objectives.

Ty asked the work group to read the charter background and mission, and asked if anyone saw the need for modification. No changes were suggested. The group then moved on to discuss Objective 1. Marianne Meding indicated that the Control and Management work group recommended moving the following objective and sub-objectives to the Anticipation and Outreach charter:

Create an action plan that identifies tasks and parties responsible for educating and reminding the public to reduce unintended movement of invasive species within Arizona. The plan should include the following:

- i. Identify and evaluate existing public surveys of attitudes and understanding concerning invasive species issues.
- ii. Strategies to raise awareness that may include social marketing, multiple outreach venues, and clear, identifiable and memorable messages.
- iii. Address social behavior development by communicating what is and is not legal and provide alternatives that will needs

The work group reviewed the objective bullets and discussed whether they are already included in the Anticipation and Outreach Charter. The group decided to include amend the Anticipation and Outreach Charter Objective 1 by adding the following at the beginning of the Objective: "Create an action plan to". They felt that bullet i. (above) should be an action identified in the management plan and asked to set it aside for discussion at an upcoming meeting. The group felt that the remaining 2 bullets above (ii & iii) were adequately included in the Anticipation and

Outreach charter and did not need to be included elsewhere.

Regarding Objective 1(b) the group discussed the need to identify general and specific areas for marketing focus and edited the text to read: “Identify general and/or specific issues for marketing focus. Identify and develop or recommend partnerships with existing marketing/outreach programs for messages to send to the public and user groups (e.g. Stop Aquatic Hitchhikers, Habitattitude).”

There was considerable discussion regarding identification of pathways for introduction into Arizona and the impacts and spread of invasive species once they arrive in Arizona (Objective 2). Clarification of the responsibility of the Anticipation and Outreach responsibility regarding risk assessment for introduction of invasive species to Arizona as identified in Objective 2 was needed, so the following text was added to Objective 2: “Develop criteria to determine the likelihood of invasive species entering Arizona and recommend a process by which risk assessments are conducted in the future (and by whom).”

No changes were made to Objectives 3 and 4. Work group members agreed that the revised charter was sufficiently clear and sufficiently addressed invasive species Anticipation and Outreach needs for Arizona.

Group members discussed future meeting dates and indicated that based on previous work group progress that at least 5 meetings would need to be scheduled up front, with a potential need for additional meetings *ad hoc*. The following dates and locations were selected:

Anticipation & Outreach Work Group

October 25; 1:00 – 4:00 pm, Saguaro Room, University of Arizona Maricopa County Cooperative Extension Office 4341 E. Broadway Rd, Phoenix, AZ 85040

November 1; 1:00 – 4:00 pm, Saguaro Room, University of Arizona Maricopa County Cooperative Extension Office 4341 E. Broadway Rd, Phoenix, AZ 85040

November 27; 1:00 – 4:00 pm, Saguaro Room, University of Arizona Maricopa County Cooperative Extension Office 4341 E. Broadway Rd, Phoenix, AZ 85040

December 6; 1:00 – 4:00 pm, Eagle Room, Arizona Game and Fish Department 5000 W. Carefree Highway, Phoenix, AZ. 85086

December 13; 1:00 – 4:00 pm, Eagle Room, Arizona Game and Fish Department 5000 W. Carefree Highway, Phoenix, AZ. 85086

The meeting was adjourned at 3:32 pm.